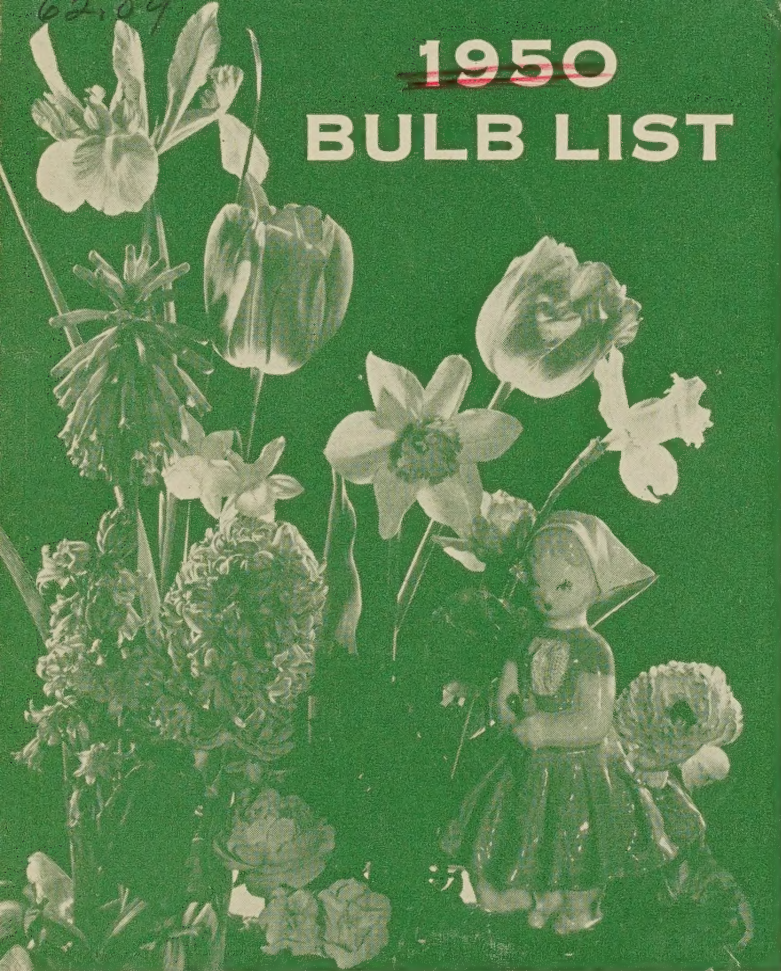


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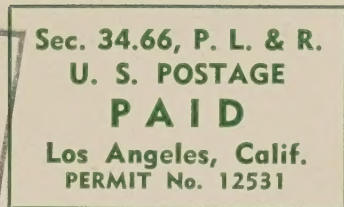
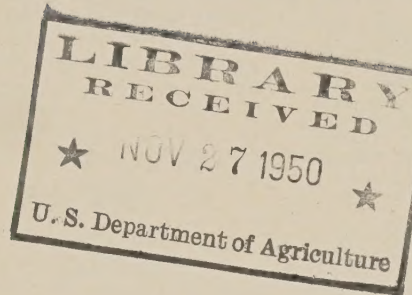
Do not assume content reflects current scientific knowledge, policies, or practices.

1950
BULB LIST



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

RETURN POSTAGE GUARANTEED



43
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D.C.

Paul J. Howard's Wonderful New Iris

EXTRAVAGANZA. One of the most beautiful Iris yet introduced, of elegant form and strikingly contrasting colors, like an exotic orchid. Standards are ivory cream, boldly displayed above falls of iridescent copper, lavender and violet. Very fragrant, very late, grows 40 inches tall. **Each \$5.50.**

APPOINTEE. The only Iris in this color range—falls are tinted lime green, standards are large, somewhat ruffled, yellowish green; 4 ft. tall. **Each \$1.00, 3 for \$2.50.**

BLUE SHIMMER. Exquisite white flower with shading and pencilling of soft blue on falls and standards. **Each \$1.50, 3 for \$3.75.**

DIXIE BELLE. A large white flower with yellow hafts and beard, so deeply ruffled it seems corrugated. Well branched plant, free flowering. **Each \$2.50, 3 for \$6.50.**

ELMOHR. One of the showiest and most popular, immense mulberry red flowers on 3 ft. stems. **Each 75c, 3 for \$2.00.**

COLLECTION of NOVELTY IRIS—One each of the above Unique Iris
\$19.10 value, for \$15.00.

ALL IRIS SENT POSTPAID UP TO
AND INCLUDING 4TH POSTAL ZONE.

Popular Hardy Iris of Great Beauty and Vigor

ALICE HARDING. Large soft yellow blooms on branched stems; nearly everblooming. **Each 35c, 3 for 90c, dozen \$3.50.**

ANNE MARIE CAYEUX. Beautifully blended tones of rosy heliotrope, greyish amber and orange, with iridescent cast. **Each 50c, 3 for \$1.25, dozen \$4.50.**

BLUE CRYSTAL. Giant light blue, especially fine for warm sections. **Each \$1.00, 3 for \$2.50.**

CARVED IVORY. Beautifully formed ivory white blooms on well branched stems. **Each 50c, 3 for \$1.25, dozen \$4.50.**

CHARMEUR. Popular light orchid pink. **Each 35c, 3 for 90c, dozen \$3.50.**

CHINA BOY. Huge reddish bronze and brown, on tall stems. **Each \$1.00, 3 for \$2.50.**

ECLADOR. Rich golden yellow, free flowering. **Each 50c, 3 for \$1.25, dozen \$4.50.**

FRANCHEVILLE. One of the most strikingly beautiful Iris we grow. Giant flowers with lilac standards and reddish purple falls shaded brown. **Each \$1.00, 3 for \$2.50.**

GENEVIEVE SEROUGE. Massive blooms of tawny yellow flushed pale blue, falls lilac and blue, edged yellow. **Each 50c, 3 for \$1.25, dozen \$4.50.**

FLOWERLAND COLLECTION

In this collection we have included some of our choicest Iris, outstanding for color, vigor and free blooming habit.

ALICE HARDING. Yellow.....	.35
CARVED IVORY. Ivory white.....	.50
CHARMEUR. Orchid pink.....	.35
ANNE MARIE CAYEUX. Heliotrope, amber.....	.50
HERMIONE. Bronze and heliotrope, maroon.....	.50
LOS ANGELES. White, blue edge.....	.50
MINISTRE FERNAND DAVID. Reddish purple.....	.50
INDIAN CHIEF. Velvety crimson.....	.50
SAN GABRIEL. Large lavender mauve.....	.35
ZAMPA. Metallic blue.....	.50

1 each of the above 10 Iris
for only \$3.00.
3 each (30 plants) for only \$8.25.

LOUVOIS. Known in France as the **Brown Velvet Iris**, because of its rich brown mahogany falls with prominent buff yellow margin. Standards are light chocolate brown. **Each 60c, 3 for \$1.50, dozen \$6.00.**

OLA KALA. Judged the most popular Iris for the past three years. Standards and falls brilliant orange yellow, semi-flared and slightly ruffled. **Each \$1.50, 3 for \$3.75.**

SABLE. Lustrous deep blue-black violet blooms with blue beard, on strong, well-branched stems. **Each 75c, 3 for \$2.00.**

SOLID MAHOGANY. Very large, elegantly formed flower of translucent ruby-red, the finest red available today. **Each \$3.00, 3 for \$7.50.**

TOURNAMENT QUEEN. Huge showy blooms of rich fuchsia tone, with broad flaring standards and falls spreading to 7 inches or more. Fragrant, early and hardy. **Each \$2.00, 3 for \$5.00.**

Paul J. Howard's Magnificent New IRIS MRS. RICHARD GORHAM

An exceptional new seedling especially adapted to Southern California gardens. In color it is a pleasing combination of blues—the falls bright campanula blue, veined white in the throat, with yellow beard; the standards an enchanting sky blue. The fragrant flowers are of immense size, wonderful substance, slightly flaring, and appear on sturdy 3½ ft. stems, fairly early in season.

INTRODUCTORY PRICE, EACH \$6.50

GRACE MOHR. One of the most popular Iris—tall, lovely pale lilac veined deep violet. **Each 75c, 3 for \$1.75, dozen \$6.50.**

HERMIONE. A rich blend of bronze and heliotrope, with falls of mahogany and yellow, marked brown. **Each 50c, 3 for \$1.25, dozen \$4.50.**

INDIAN CHIEF. Large showy red, falls deep crimson, standards rosy red. **Each 50c, 3 for \$1.25, dozen \$4.50.**

LOS ANGELES. An old favorite and still one of the best—large white, faintly edged blue. **Each 50c, 3 for \$1.25, dozen \$4.50.**

LUX. Shimmering old gold, apricot rose and carmine. **Each 75c, 3 for \$1.75, dozen \$6.50.**

MINISTRE FERNAND DAVID. Standards rich reddish purple, falls deeper glowing red-purple. **Each 50c, 3 for \$1.25, dozen \$4.50.**

NEMO. Outstanding big showy violet blue of rich fragrance. **Each 75c, 3 for \$1.75, dozen \$6.50.**

PALE MOONLIGHT. Lovely tall pale blue. **Each 35c, 3 for \$1.00, dozen \$3.50.**

PURISSIMA. Giant, perfectly formed pure white. **Each 50c, 3 for \$1.25, dozen \$4.50.**

SAN GABRIEL. Lustrous lavender flushed rosy mauve; fragrant, vigorous. **Each 35c, 3 for 90c, dozen \$3.50.**

SNOW FLURRY. One of the finest white Iris grown. Pure white, faintly flushed ice blue, both falls and standards deeply ruffled and frilled. Tall, early, fragrant. **Each \$1.25, 3 for \$3.25.**

WILLIAM A. SETCHELL. One of the largest, flowers often measure 6 inches across, yet of fine form, rich royal purplish blue; free flowering. **Each 75c, 3 for \$2.00, dozen \$7.50.**

ZAMPA. Standards and falls of rich metallic blue; free flowering. **Each 50c, 3 for \$1.25, dozen \$4.50.**

Paul J. Howard's BARGAIN IRIS ASSORTMENT

This assortment includes many French Hybrid Iris, as well as older popular ones, all grown in our own fields, a grand collection for mass planting and extensive borders.

12 VARIETIES ONLY \$2.00
Each one different, unlabelled
Prepaid through 4th postal zone
100 PLANTS FOR \$15.00



BLUE SHIMMER



TOURNAMENT QUEEN



DIXIE BELLE

Paul J. Howard's
RANUNCULUS

Huge double silken blooms in brilliant shades, long lasting in the garden and as cut flowers.

Plant in full sun, in well drained soil, after October first. Soak a few hours in water, or start in moist sand. Set bulbs with prongs down, 6 to 12 inches apart, and cover about one inch.

Red, Orange, Yellow and Pink Shades, White, and California Flowerland Mixture of these shades.

Jumbo Bulbs: Dozen \$1.50, 100 for \$10.00

Large Size: Dozen 75c, 100 for \$5.00

ANEMONES

Brilliant poppy-like flowers, lovely as cut flowers. Culture same as for Ranunculus, setting bulbs pointed side down.

BLUE POPPY. Violet blue, black center.

HIS EXCELLENCY. Scarlet, black center on white base.

THE BRIDE. White, greenish white center.

ROSEA. New rose shades.

CALIFORNIA FLOWERLAND MIXTURE of Above Shades.

Extra Large Bulbs: Dozen \$1.00, 100 for \$8.00



ANEMONES



CALIFORNIA FLOWERLAND RANUNCULUS

GLORY OF THE SUN

Leucocoryne ixioides odorata. Fragrant blue star-shaped flowers, for edgings, massing and rock gardens. Plant 3 inches deep, 4 to 6 inches apart. Dozen \$1.50, 100 for \$10.00.

STAR OF BETHLEHEM

Ornithogalum arabicum. Clusters of starry white flowers with black centers, long lasting as cut flowers. Extra Large Bulbs: Dozen \$1.35, 100 for \$8.00.

SPRING SNOWFLAKES

Leucojum vernum. Spikes of small white bells, tipped green. Set bulbs 3 inches deep, 3 to 8 inches apart. Dozen \$1.50, 100 for \$10.00.

GIANT HYBRID AMARYLLIS

Separate shades of **Crimson, Scarlet, White** with stripes of pink and crimson, also **Near White.** Each \$1.00, 3 for \$2.75, dozen \$10.00. **MIXED COLORS:** Each 75c, 3 for \$2.00, dozen \$7.50.

CULTURE: Plant Amaryllis in rich soil, with neck of bulb just above the surface. Bulbs planted too deep will not bloom. Outdoors, they require a sunny exposure. For pot culture, use a 7 or 8-inch pot, with light friable soil mixture. Keep in cool shade until roots develop, then remove to sunny situation or to living room window. Bulbs ready in November, may be planted until April first.



STAR OF BETHLEHEM



SPRING SNOWFLAKES

MAIL ORDERS

ALL PACKET SEEDS and ALL SMALL BULBS: Anemone, Ranunculus, Freesia, Crocus, Oxalis, Dutch Iris, Tigridia, Ixia, Sparaxis, Tritonia, Leucocoryne, Scilla, etc., sent prepaid anywhere in the United States.

ALL OTHER BULBS: Daffodils, Narcissus, Jonquils, Hyacinths, Tulips, Lilies, Amaryllis, Calla, Ornithogalum, Gladiolus, Tuberose, Watsonia—Prepaid up to and including 4th postal zone. (This area includes all of California, Arizona,

Nevada, Western New Mexico, Southern Oregon and Southern Utah.)

FREE DELIVERY in Los Angeles Area. Less than 6 Bulbs of any variety or color take the **each or 3 rate.** 50 Bulbs of a variety or color may be ordered at the 100 rate. Please add 3% sales tax to all orders to be sent anywhere in California, 3½% sales tax in Los Angeles.

We do not ship C.O.D. Orders.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

California Flowerland

GIANT FRAGRANT FREESIAS

Plant in full sun or partial shade, 5 to 6 inches apart, 2 inches deep. Keep soil moist but not too wet.

Pure White, Golden Yellow, Blue, Lavender, Pink, Bright Red.
Extra Large Bulbs: Dozen \$1.00, 100 for \$7.50

CALIFORNIA FLOWERLAND GIANT FREESIAS IN MIXTURE
Dozen 85c, 100 for \$6.00

NEW DOUBLE FREESIAS. Fragrant double blooms in graceful sprays.

ELDER'S JUDY. Double Yellow, and DOUBLE WHITE.

Dozen \$1.00, 100 for \$7.50

IXIAS

Clusters of strikingly showy flowers, star or cup-shaped. Beds of Ixia, planted in front of our portico, furnished brilliant displays of color for many weeks. Plant in sun or half-shade, in well drained soil, cover one inch.

Afterglow. Carmine and orange.

Bridesmaid. White, red center.

Englishton. Carmine, dark center.

Emperor of China. Yellow, shaded brown.

Vulcan. Crimson and orange.

Dozen 75c, 100 for \$5.00

GREEN IXIA. (*Ixia Viridiflora*) Unique flowers of pale green with black throat, on tall stems. Dozen \$2.00, 100 for \$15.00.

TIGRIDIA

Mexican Shell Flower. Among the oddest and most striking flowers grown. Blooms are large, with three pointed petals, marked and spotted on ground of rose, scarlet, orange, yellow, peach, wine red and white. Bulbs ready in February. Dozen \$1.75, 100 for \$12.00.

TUBEROSES

Mexican Single. Spikes of fragrant waxy white flowers. Bulbs ready in February. Dozen 75c, 100 for \$5.00.

Double Pearl. Double flowers of richest fragrance. Dozen \$2.00, 100 for \$15.00.

FLOWER SEEDS

For Ground Covers, Borders

ALYSSUM. Carpet of Snow. White, 3 inches high. Violet Queen. Pkt. 25c, oz. 85c.

BELLIS. English Daisy. Crimson, Rose, White, and Mixed Colors. Pkt. 25c.

CANDYTUFT Umbellata. Crimson, Flesh Pink, Rose, Lilac, White, and Mixed Colors. Pkt. 25c, 1/2 oz. 50c.

NEMESIA Nana Compacta. Mixed Colors. Pkt. 25c.

VIOLA Cornuta. Light Blue, Dark Blue, Yellow, White, Apricot, Ruby Crimson, Mixed Colors. Pkt. 25c.

VIRGINIA STOCK. *Malcolmia maritima*. Mixed Colors. Pkt. 25c, 1/2 oz. 50c, oz. 90c.

SPARAXIS

Slender spikes of funnel-shaped flowers, brilliantly colored and oddly marked, somewhat resembling Ixias, requiring the same culture. Mixed Colors. Dozen 75c, 100 for \$5.00.

TRITONIA CROCATA

(Flame Freesia.) Beautiful wide open flowers in long stemmed sprays, like Freesia, in vivid colors. Long lasting as cut flowers and in the garden. Culture same as Freesias.

Mixed Colors. Dozen 75c, 100 for \$5.00.

BABY GLADIOLUS

Slender spikes of butterfly-like flowers. Plant 2 inches deep in sandy loam, in sun.

Peach Blossom. Pink.

Spitfire. Scarlet.

The Bride. White.

Mixed Colors.

Dozen \$1.25, 100 for \$9.00

WATSONIA

Tall slender flower spikes and gladiolus-like foliage; ideal for background planting and for cutting. May be left in the same situation for years. Plant 4 inches deep.

Adelaide, rose pink.

Lara, fuchsia red.

Malvern, orchid.

Mrs. Bullard's White.

J. J. Dean, rose.

Dazzler scarlet, blooms in winter and early spring.

Dozen \$1.50, 100 for \$10.00

CALIFORNIA WILD FLOWER SEEDS

CALIFORNIA POPPY. *Escholtzia Aurantiaca*. Pkt. 25c, oz. 45c, lb. \$4.50.

LUPINUS Nanus. Blue Bonnet. Pkt. 25c, oz. \$1.00.

NEMOPHILA. Baby Blue Eyes. Pkt. 25c, 1/2 oz. 60c, oz. \$1.00.

CALIFORNIA WILD FLOWER MIXTURE. Pkt. 25c, oz. 80c, lb. \$7.00.



GIANT FREESIAS

Low Growing Bulbs For Borders

CROCUS. Earliest of all bulbs to bloom, large cup-shaped flowers on short stems. Grow in half-shade in the garden, or in pots. Purple, White, Yellow, Striped. Dozen 75c, 100 for \$5.00.

SCILLA CAMPANULATA. (Wood Hyacinth) Clear blue bells on 10-inch stems. Plant 4 inches deep. Dozen 75c, 100 for \$5.00.

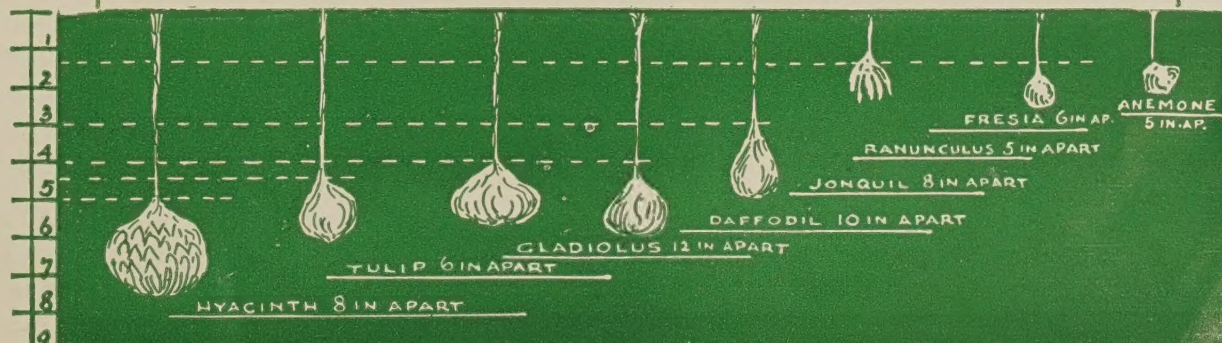
MUSCARI CONICUM. (Grape Hyacinth) Short spikes of small bright blue blooms in early spring. Culture same as Freesias. Dozen 75c, 100 for \$5.00.

MUSCARI PLUMOSUS. (Feather Hyacinth) Broad spikes of deep blue feathery blossoms, attractive and unusual. Dozen 75c, 100 for \$5.00.

OXALIS. For massing in shade, for pots or hanging baskets indoors. Very easily grown. Grand Duchess White, Pink, Lavender, Bermuda Buttercup—yellow, and Bowie—bright pink. Dozen 50c, 100 for \$3.50.

BULB PLANTING CHART

This chart shows average depth to plant. In heavy soils, do not cover quite so deeply.



TELEPHONES

Los Angeles, Westwood, Pasadena, Beverly Hills, Hollywood, etc.
TEXAS 02951

West Los Angeles
ARIZONA 31171

Santa Monica
EXBROOK 72118

California Flowerland CALLAS

CALLA

WHITE CALLA. (*Aethiopica*) Large waxy blooms for cut flowers and borders in shade. Plant in rich, well drained soil. Mammoth Bulbs: 2 for 75c, dozen \$3.75. Large Bulbs: 3 for 75c, dozen \$2.50.

GODFREY CALLA. White blooms of graceful form and medium size. 2 for 75c, dozen \$3.75.

BABY WHITE CALLA. Potted plants only. Each 50c, dozen \$5.00.

BLACK CALLA. (*Arum pictum*) Deep maroon blooms, odorless. Each 75c, 3 for \$2.00, dozen \$7.50.

PINK CALLA. Dainty light pink blooms of medium size. Each 60c, 3 for \$1.50, dozen \$5.00.

YELLOW CALLA. (*Elliottiana*) Foliage marked with silver. Grow in pots or shady beds. Mammoth Bulbs, each 75c, 3 for \$2.00, dozen \$7.50. Large Bulbs, each 45c, 3 for \$1.25, dozen \$4.50.

New Giant Calla **HERCULES**

One of the sensations of the plant world. Plants form large decorative clumps that may be grown as individual specimens or massed in the shade garden. Both foliage and blooms grow to a height of 4 feet or more. The rich glossy leaves are as ornamental and large as those of *Caladium*, *Elephant's Ear*.

The massive pure white flowers are of heavy texture, 10 inches across and somewhat flared, and are borne on towering stems, simply stunning in large flower arrangements.

The planting of *Hercules Callas* in front of our store has attracted great attention, and we are glad to be able to offer this fine variety. Plants only,

Each \$2.50, 3 for \$7.00

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

